

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2024
(Sixth Semester)

Branch –VISUAL COMMUNICATION (ELECTRONIC MEDIA)

DISCIPLINE SPECIFIC ELECTIVE – II PR AND EVENT MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What is the primary function of Public Relations (PR)?
 - (i) To create advertisements
 - (ii) To foster positive public opinion and manage reputation
 - (iii) To produce news stories
 - (iv) To sell products directly
- 2 Which of the following is a PR tool?
 - (i) Survey
 - (ii) Press conference
 - (iii) Television commercial
 - (iv) Flyer distribution
- 3 Which stage in PR involves analyzing the impact of a PR campaign?
 - (i) Planning
 - (ii) Research
 - (iii) Implementation
 - (iv) Evaluation
4. What is the purpose of crisis management in PR?
 - (i) To increase profits
 - (ii) To handle and mitigate negative situations affecting an organization
 - (iii) To manage employee relations
 - (iv) To organize events
- 5 Who is primarily responsible for coordinating all aspects of an event?
 - (i) Event sponsor
 - (ii) Event manager
 - (iii) Media relations manager
 - (iv) Corporate manager

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Analyze the role of public opinion in shaping PR strategies.
OR
b Explain the difference between publicity and propaganda. Provide examples to illustrate how each is used in PR campaigns.
- 7 a Explain the stages of PR planning and implementation. How can each stage impact the success of a PR campaign?
OR
b Critically evaluate the importance of community relations in PR. How does it affect an organization's reputation?

Cont...

- 8 a Examine the role of PR in government sectors. How does it differ from PR practices in the private sector?
OR
b Analyze the challenges faced by PR professionals working in NGOs compared to corporate PR.
- 9 a Analyze the responsibilities of an event manager in ensuring the success of an event.
OR
b Evaluate the importance of risk management and safety considerations in event planning.
- 10 a Explain the project management lifecycle in the context of event management.
OR
b Critically assess the impact of cultural and festival events on corporate branding.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks
(One Question from each unit)

(5 x 6 = 30)

- 11 a Analyze the differences and similarities between PR practices in the corporate and NGO sectors.
OR
b Evaluate how digital media has transformed PR and event management practices.
- 12 a Discuss the ethical implications of PR campaigns in political parties and government.
OR
b Explain how PR can play a role in crisis communication within healthcare institutions. What are the challenges involved?
- 13 a Apply the principles of PR to design a basic campaign outline for a new product launch.
OR
b Explain the five essential elements of PR and discuss how they interrelate in successful PR campaigns.
- 14 a Explore the unique PR requirements in sectors such as healthcare and defense. How do they differ from other sectors?
OR
b Critically assess the importance of PR in charitable institutions. How does PR help them achieve their goals?
- 15 a Explain the financial planning process in event management. Why is budgeting crucial for event success?
OR
b Discuss the impact of globalization on PR practices in multinational corporations.

Z-Z-Z

END